



Service Definition – itelligent-i Master Data Management

Service definition for: Master Data Management (MDM) and
intelligent Data Hubs for itelligent-i Data, Analytics, AI Platform

G-Cloud 15 (Lot 3 Cloud Support)

Service Overview

This Service Definition covers professional services under RM1557.15 Lot 3 (Cloud Support) to design, implement, tailor, operate and optimise Master Data Management solution for itelligent-i Data Platform, Analytics Accelerators, Advanced analytics and AI Agents (Agentic/generative). It includes advisory & design, software implementation and setup, software configuration (rules, data connections, imports, cleansing, exports etc.), governance, training, and ongoing managed support (various options).

Prerequisites

This service definition includes consultancy support for the design and implementation of all aspects required for organisations to implement Master Data Management into their Cloud Data Platforms. If customers require a Data Platform please see our other services, specifically the service definition for: *itelligent-i Data Platform*, *Data Framework (ELT codebase)* and *Power BI Analytics Accelerators*, available on G-Cloud or <https://www.itelligent-i.com/frameworks/>

itelligent-i can provide the implementation of these services to organisations starting their journey, or for organisations that have already deployed to the cloud and need further support.

Scope of Services (Lot 3 – Cloud Support)

This scope provides an overview of the services offer in scope but is not exhaustive. Due to the nature of analytics and AI delivery data platforms can be varied in deployment and itelligent-i will conduct the necessary exploration/analysis and design of existing solutions to provide migration assistance, as required, to implement the itelligent-i solutions chosen in the order form.

- Advisory & design: discovery, target architecture, governance, security, operating model.
- Build & migrate: implementation, architecture, data services, ELT pipelines, Notebooks, Rules configuration, testing.
- Managed service: monitoring, incident/change/problem management, backup/restore, cost optimisation, continuous improvement.

Master Data Management Solutions

itelligent-i has experience working with Civica Multivue, Semarchy and Profisee. Our consultancy has the ability to work with any solution of the customers choosing.

The design and configuration of rules for local government source systems is where the knowledge and experience lies, and how this data needs to be architected to benefit the organisation via use in analytics, advanced analytics and AI layers.

itelligent-i has 12 years' experience and is familiar with the vast majority of the systems used in local government, and is familiar with both the business processes and the schematic of the databases.

Both are essential to a good outcome and secure use of Master Data Management solutions over enterprise data.

Deliverables

- Support customers Master Data Management Choice in terms of technical 'best fit'
- Target architecture & design artefacts for the chosen platform (Fabric or Azure + Databricks).
- Data landing zones, transformation (cleansing) and data curation
- Delta tables and/or OneLake tables aligned to semantic models, AI indexes and advanced ML models
- Domain and matching rules configuration and testing
- import and export of data
- Knowledge transfer, training and handover
- ongoing support provision

Service Levels (SLA) – aligned to PSC Call-off Schedule 14 (Performance Levels)

This Lot 3 Cloud Support SLA is designed to be completed in the Call-off Order Form and Call-off Schedule 14 (Performance Levels) under the Public Sector Contract (PSC) terms used for RM1557.15 G-Cloud 15. The metrics below are our standard positions and can be tailored per Call-off, with measurement/reporting defined in Schedule 14 and any service credit mechanisms (if required) set out in Call-off Schedule 5 (Pricing Details).

Priority Definitions

- ****P1 – Critical****: Complete loss of a business-critical accelerator function or data pipeline with material impact; no workaround.
- ****P2 – High****: Degradation of accelerator/reporting or ELT pipeline affecting a defined service area; workaround possible.
- ****P3 – Medium****: Non-urgent defect, configuration change, or minor data quality issue; workaround available.
- ****P4 – Low****: Information request, how-to guidance, small enhancement.

Targets (standard position)

Target SLAs are dependant on the level of Managed or Support services procured which will be detailed in the order form. Please contact itelligent-i for support options.

Measurement & Reporting

- KPIs measured monthly: % incidents meeting response target; % incidents meeting restore target; mean time to acknowledge (MTTA); mean time to restore (MTTR).

- Monthly service report: incidents by priority, trends, root cause analysis, changes raised, improvements delivered.

Service Tokens (if agreed at Call-off)

If service Tokens are agreed, thresholds and Token amounts will be specified in Call-off Schedule 5 (Pricing Details) and linked to the Performance Levels in Schedule 14. Tokens apply only to Cloud Support fees and exclude cloud consumption (Azure/Fabric).

Support Hours & Coverage

- Standard: **08:00–18:00 UK time, Mon–Fri (excl. UK public holidays)**.

- Enhanced: this can be agreed and adjusted to suit customer circumstances. Coverage and on-call arrangements are defined per Call-off.

Reviews & Continuous Improvement

- Quarterly service reviews to adjust Performance Levels, refine KPIs and agree improvement actions; tracked under Call-off Schedule 3 (Continuous Improvement).

Security & Compliance

- Alignment with UK Data Protection and public sector security and governance practices

Pricing

Pricing is provided based on the options selected by the customer.

- Managed Services – Master data Management deployments can be incorporated into our Managed Service Provision

- All software is procured directly with vendors, itelligent-i is not a reseller.

- Support pricing varies on standard, Bronze, Silver, Gold levels. Bespoke options can be applied to suit the customers circumstances.